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EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

RADIO REACHES FARM HOME IN OREGON

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THE USE OF THE RADIO by farmers has more than doubled within a year until probably a million farm people now have access to receiving sets. Hundreds of thousands of farmers are using them regularly to keep in touch with weather, crop, and market reports, agricultural news, educational talks, and for amusement purposes. The value of the radio in extending information regarding agriculture and home economics to rural people is becoming increasingly recognized by the agricultural colleges and universities, many of which are now operating broadcasting stations.

In Oregon, the Extension Service recently began broadcasting information on home economics to farm women. Using one of the big radio stations on the Pacific Coast, a series of half-hour talks on nutrition, home management, and clothing was broadcasted by members of the State home demonstration staff. A talk was given once a week and was listed in the radio program in the Portland papers.

A series of talks on food preservation ran throughout the food-preserving season. This was followed by one unit of the nutrition series, in which the following topics were discussed:

- Some important factors in nutrition.
- The earmarks of defective nutrition.
- The ideals for to-day's nutrition.
- The noon meal at school.

The home-management series came next, covering the following subjects:

Servants without wages.	Household backgrounds
Using time efficiently.	and cosmetics.
A good workshop.	Dirt chasers.
Do your dollars spend well?	Knick knacks.

(Over)

Then the second unit of the nutrition series was given, including the following subjects:

Food and food habits.	The elusive vitamins.
Some important building blocks.	The calculating calories.
A matter of mineral.	Nutrition in a nutshell.

This unit was followed by a series of talks on clothing.

The number of favorable comments and requests for additional information received by the State extension office as a result of these talks showed that the audience was widespread. At the State Grange meeting, delegates commended the helpful talks on food preservation. In Douglas County, two women were reported to have walked a mile and a half to a neighbor's home where there was a radio to hear each food-preservation talk.

A few communities which had not been reached previously by the extension service requested to be organized for home demonstration work. Other communities reported: "We are getting your work by radio." Thus, the broadcasting of this series of talks not only disseminated valuable information but created a demand for further information and extension assistance.

Original distribution to
extension directors, State supervisors
of home demonstration and county agent
work, home-economics specialists, and
home demonstration and county agricul-
tural agents in Western States, and
extension directors, and State home
demonstration leaders in remaining States.